



Pianos on Parade

Sponsorship Packet



ORGANIZATIONAL OVERVIEW

Incorporated in 2004, Keys 4/4 Kids is a 501(c)(3) charitable organization that accepts donated pianos from the community, refurbishes them, and sells them at discounted rates to give the public access to music and the arts. Profits from piano sales support programs that inspire hope, promote the love of music, provide educational opportunities, and empower creative expression. One of those programs is Pianos on Parade.



WHAT IS PIANOS ON PARADE?

Pianos on Parade is a Keys 4/4 Kids' program that places artistically transformed pianos in public places for residents to play and enjoy. Pianos are painted by students in classrooms or by professional artists in their studios before becoming colorful, interactive art installations. Whether on a street corner, in a favorite park, or inside the atrium of a local mall, Pianos on Parade spurs residents and visitors to spontaneously engage with art, music, and one another.



HOW IT WORKS

Small and large businesses, municipalities, schools, other nonprofits, and individuals can "sponsor" a Pianos on Parade piano. Sponsorship helps support the cost of art supplies, piano tuning/prepping, moving expenses, and other costs. Once ready, sponsors proudly display their pianos in the location of their choosing, either outdoors or indoors. If the piano is placed outdoors, a custom cover is provided to protect from rain and the elements.



BUSINESS SPONSORS

Pianos on Parade provides the ultimate avenue to maximize philanthropic initiatives through a single sponsorship. Pianos on Parade is a unique branding and marketing platform that engages the public and delivers your message in a fun and interactive medium. Pianos on Parade activates and energizes space, inspires social media content sharing, and demonstrates your commitment to supporting the arts in your local community.



MUNICIPAL SPONSORS

In 2008, the John S. and James L. Knight Foundation along with Gallup conducted a 3-year study called the SOUL OF THE COMMUNITY. The study found 3 perceived attributes - SOCIAL OFFERINGS, OPENNESS, and BEAUTY - have consistently emerged as leading drivers of empowered and thriving communities. Pianos on Parade provides your community with interactive art installations that satisfy all 3 of these characteristics, bringing cultural, social, and economic value to your city. The arts awaken public spaces, reflect and reveal our society, and add meaning and uniqueness to our communities. These attributes drive engagement and will help make your community a better place to live.



SCHOOL SPONSORS

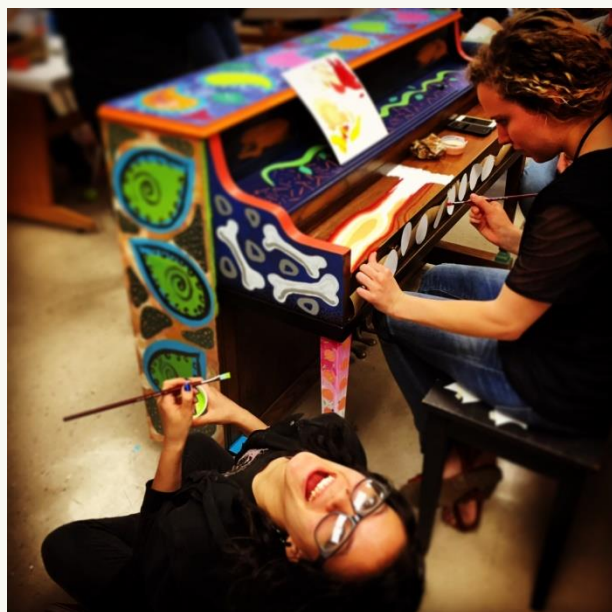
Pianos on Parade uses an acoustic piano as a learning catalyst in the classroom to engage kids in a fun and interactive project. Pianos on Parade creates a hands-on, interdisciplinary learning activity that encourages teamwork, makes learning fun, and builds self-esteem. Curriculum is provided to teachers, and includes music and art lesson plans, STEM components, as well as historical and cultural aspects related to the piano. Pianos are painted as part of the project, and then placed in public locations. Students feel a sense of pride and accomplishment that can be shared with their family, friends, and community.

TWO AVENUES OF PIANOS ON PARADE (POP) : 1) STUDENT POP, 2) ARTIST POP

Pianos can be artistically transformed by local students or by a professional artist. STUDENT POP supports the arts in local schools, while ARTIST POP gives the sponsor more control over color and design.

STUDENT POP

STUDENT POP invites students to participate in a multi-disciplinary, hands-on, team-building activity that builds self-esteem and cooperation skills. Pianos on Parade provides supplies and curriculum resources, and uses the arts to engage kids in the learning process. STUDENT POP is tax-deductible and starts at \$1,500 per piano.



ARTIST POP



ARTIST POP pairs sponsors with a professional artist, then you and the artist work together to develop a colorful creation representing you and your brand. The artist can use certain colors and/or design elements that create an interactive marketing medium for public engagement. ARTIST POP starts at \$2,500 per piano.

STUDENT POP TIMELINE

If you don't already have one in mind, Keys 4/4 Kids will work with you to create a short list of student groups/schools to consider. Through a combination of Facebook promotions, tapping past POP participants, our email list, and growing network of advocates, we guarantee we will find you a creative student group to design your POP piano.

A commemorative plaque featuring your name and/or logo will be installed on the piano.

INSTRUMENT
SELECTION
Weeks 1-2



CURRICULUM,
DESIGN, & PAINTING
Weeks 7-17



DELIVERY & INSTALLATION
Week 19 & Beyond

Weeks 3-6

STUDENT GROUP
SELECTION

Week 18
PLAQUE



Visit Keys 4/4 Kids warehouses (or let us send you pictures) to make a selection based on your piano style preference and project needs.

We want to give the selected student group/school ample time to proceed through the curriculum, learn about the piano, and consider all creative possibilities. The students will paint their design at an agreed upon staging area. All painting supplies and curriculum materials are provided.

Keys 4/4 Kids will deliver and install your painted piano at your desired location or we will store your painted piano at no additional charge for later delivery. All transportation costs are included.

ARTIST POP TIMELINE

If you don't already have one in mind, Keys 4/4 Kids will work with you to create a short list of artists to consider. Through a combination of Facebook promotions, tapping past POP artists, our email list, and growing network of advocates, we guarantee we will find you an artist you'll enjoy working with.

The artist will paint the design at one of Keys 4/4 Kids' warehouses, or at another agreed upon staging area. The cost of the artist's painting supplies is included.

Keys 4/4 Kids will deliver and install your painted piano at your desired location or we will store your painted piano at no additional charge for later delivery. All transportation costs are included.

INSTRUMENT
SELECTION
Weeks 1-2



ARRIVING AT
A DESIGN
Weeks 7-10



PLAQUE
Week 13



Weeks 3-6

ARTIST SELECTION

Weeks 11-12
PAINTING

Week 14
& Beyond
DELIVERY &
INSTALLATION

Visit Keys 4/4 Kids warehouses (or let us send you pictures) to make a selection based on your piano style preference and project needs.

We want to give sponsors and artists ample time to kick around ideas and consider all the creative possibilities.

A commemorative plaque featuring your name and/or logo will be installed on the piano.

SPONSORSHIP DELIVERABLES

- Artistically transformed piano
- All transportation needs
- Custom tarp cover
- Plaque

PROGRAM DURATION

Pianos on Parade can occur at any time during the year, for any duration of time. If you will be displaying your piano indoors, your piano can be on display year-round. For pianos placed outdoors, we recommend finding an overhang of some kind to protect from sunlight and weather elements whenever possible. Although we provide a protective cover for outdoor pianos, we have found that 30-45 days is generally the “life-expectancy” of these pianos. Sponsors may keep the piano(s) for as long as they wish. When you are ready for Keys 4/4 Kids to remove the piano, we can do so at no additional charge. Some sponsors wish to keep only the front boards of the pianos, as they can be displayed easily, and even hung on a wall. Whenever possible, Keys 4/4 Kids tries to recycle piano material into upcycled piano parts. products.

UNLOCK POP FOR YOU COMMUNITY

STUDENT POP Tax-deductible as a charitable contribution

\$1,500	One (1) Student piano—Upright Piano Style
\$2,500	One (1) Student piano– Grand Piano Style
\$6,750	10% off—Five (5) STUDENT POP– Upright piano Style *
\$11,250	10% off—Five (5) STUDENT POP—Grand Piano Style *
\$12,750	15% off—Ten (10) STUDENT POP– Upright piano Style *
\$21,250	15% off—Ten (10) STUDENT POP—Grand Piano Style *
\$12,750	35% off—Twenty-Five (25) STUDENT POP– Upright piano Style *
\$21,250	35% off—Twenty-Five (25) STUDENT POP—Grand Piano Style *

ARTIST POP Marketing/advertising business expense

\$2,500	One (1) ARTIST POP—Upright Piano Style
\$3,500	One (1) ARTIST POP– Grand Piano Style
\$11,250	10% off—Five (5) ARTIST POP– Upright piano Style *
\$15,750	10% off—Five (5) ARTIST POP—Grand Piano Style *
\$21,250	15% off—Ten (10) ARTIST POP– Upright piano Style *
\$29,750	15% off—Ten (10) ARTIST POP—Grand Piano Style *
\$40,625	35% off—Twenty-Five (25) ARTIST POP– Upright piano Style *
\$56,875	35% off—Twenty-Five (25) ARTIST POP—Grand Piano Style *

*12 Month no-interest payment plans available

PLEASE PRINT

Company/Organization: _____

Contact Name: _____

Title: _____

Email: _____

Street Address: _____

City/State/Zip: _____

Phone: _____

SPONSORSHIP DETAILS

Setting:

- ☐ **OUTDOOR** - A custom tarp is provided to protect against inclement weather at no additional charge. We also recommend installing the piano under an awning, or some other structurally protected area, to prevent direct sunlight, rain, and other weather elements from directly damaging the piano. 30-45 days is the expected lifespan of an outdoor piano installation, depending on the season and climate.
- ☐ **INDOOR** - The artwork and instrument will remain intact and in good working order for years to come.
- ☐ **UNSURE** - Let's discuss it!

☐ **STUDENT POP**

☐ **ARTIST POP**

Number of pianos interested in Sponsoring: _____

Piano Style (circle on): Spinet Upright Console Upright Studio Upright Full Size Upright Grand—Additional \$1,000

POP Installation Address: _____

Preferred date of installation: _____

Other Notes:

E-mail form to
newell@keys44kids.org

Or mail to
Keys 4/4 Kids, 125 E Main Street,
Belle Plaine MN 56011

Newell Hill, Founder & Program Director
651-343-4703
newell@keys44kids.org



SUCCESS STORIES

"This has truly been a great experience! Not only the painting of a piano, which is a fun and challenging visual art practice, but having the piano available for any student to play on in the classroom and now for a week or two in the hallway has been so much fun. We have a lot of talent in the building and students are teaching each other. What an incredible way to blend and support student skill development in both the visual and performing arts!! We look forward to continuing to work with your organization in the future and very much support the mission of K44K and Pianos on Parade."

-Keri, St. Paul 10th Grade Media Arts Teacher



"I love POP because it is such a fun partnership concept for our neighborhood bookstore. The piano creates wonderful customer engagement, energy, and serves as a tie-in to our weekly book reading activities."

-Holly Weinkauff, Red Balloon Bookshop Owner





MINNEAPOLIS DOWNTOWN COUNCIL

The MDC inspired Minneapolis residents to get outdoors and experience their extraordinary downtown in-the-making: 25 pianos were painted by local artists to evoke a Downtown Minneapolis theme, including iconic buildings, neighborhoods, sports stadiums, art designs, bridges, and must-see destinations...

MINNESOTA STATE FAIR

At the fair, Minnesotans prefer everything on a stick, even their pianos...



KANSAS CITY MUSIC TEACHERS ASSOCIATION

The KCMTA celebrated 100 years of musical excellence and music-making in Kansas City: a record-breaking **60+** pianos were painted at Union Station and installed throughout the KC metro area...

MINNEAPOLIS DOWNTOWN COUNCIL



Podrebarac, beloved illustrator and creator of "Cowtown," designed the **100th Anniversary Grand Piano** commemorating KCMTA's centennial anniversary. Today, the piano continues to be showcased at Kansas City Union Station...

NELL HILL'S

Dubbed by Forbes magazine as "one of the hottest little retailers" in America, Mary Carol Garrity injected the loveliness & homely energy characteristic of the Nell Hill's brand housed at Briarcliff, MO. The last thing Mary wanted was *"a Nordstroms kind of piano."*



MALL OF AMERICA



At a mind-boggling 4.2 million square feet, Mall of America is the nations largest retail and entertainment complex. It is home to 520 world-class shops, an indoor amusement park, walk-through aquarium, and Spongebob Squarepants...



MERRIAM FARMERS' MARKET

SWING, BATTER, BATTER, BATTER: The City of Merriam immortalized The Royals' world series victory over the New York Mets with this Champions Piano. On one side you can play the piano; the other side is a batting cage. To the victor go the spoils...

RED BALLOON BOOKSTORE

Regularly scheduled events such as Weekly Storytimes have connected children, teens, and adults in the Twin Cities area with great books and great authors for 30 years. The Red Balloon added a unique twist to Storytime by integrating this marvelously imaginative piano...



GRACE ENGLISH LUTHERAN CHURCH & SCHOOL

Music teacher JohnMichael Jurica desired to enhance the existing arts curricula at his school. Through Pianos On Parade, his students learned about how pianos work, the physics of sound, woodworking, and visual design...